Novant Health Brunswick Medical Center Foundation 2019 annual report

NOVANT HEALTH

Brunswick Medical Center Foundation

A year of igniting change: community investments in 2019

This year has challenged our concept of normal. It has stretched our collective capacity for change. The events of 2019 seem very far away from where we are in 2020, but because of your unwavering support and our commitment to providing remarkable care, we were well positioned to rise to the unknown challenges and opportunities we would face.

As we reflect on what your support allowed us to accomplish in 2019, we can see your dedication and compassion propelling the decisions we made. No matter the need, we will work tirelessly together to meet it.

In 2019, that work took shape in a variety of ways and centered around several strategic priorities: quality and safety, access to care, the human experience, nursing recruitment and retention, as well as partnership and growth. To that end, we pushed forward on a series of construction projects designed to bring state-of-the-art services and facilities to our patients and their families across our footprint. At the same time, we embraced opportunities to expand into new communities, bringing world-class healthcare to more patients across our region.

Your generous contributions have allowed us to enhance the healthcare experience across our facilities with a focus on everyone, from our pediatric patients to those battling cancer. We built a state-of-the-art clinic to provide care to underinsured and uninsured families, and we created opportunities to take that care beyond our walls directly to patients in need. Our mobile mammography cruisers, for instance, are designed to serve our more rural populations, and our telemedicine solutions increase access to behavioral and mental health services. We also invested in our nursing team members, providing funding to support educational opportunities that will help them advance their careers and grow within our system.

Your commitment to the foundation made that work possible, and the importance of your continued support cannot be overstated. Each year, this report highlights the profound impact made possible through the generosity of you and donors like you across all the communities we serve. Your gifts allow us to respond to emerging needs and to be better stewards of health and wellness, providing remarkable care to all, no matter what.

As a not-for-profit healthcare institution, we partly measure our success based on patient outcomes — in numbers and statistics. Those key performance indicators are important as we work to improve the health of the communities we serve, but we also look at more qualitative metrics. In 2019, those metrics were overwhelmingly positive and are shared through the stories in this report.

Your support of Novant Health Foundation positioned us well to serve our patients, team members and communities in the midst of the COVID-19 pandemic. We know there is more to learn and more to do. Your support accelerates our mission and our promise to make your healthcare experience remarkable. We do that by bringing you world-class clinicians, care and technology — when and where you need them — and reinventing the healthcare experience to be simpler, more convenient and more affordable, so that you and everyone your gift supports, can focus on getting better and staying healthy.

Thank you for all you do for our patients, our team members and for Novant Health. Quite simply, we couldn't do what we do for our communities without you.

Carl S. Armato

Carl S. Armato
President and chief executive officer, Novant Health

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Novant Health Foundation mission

Novant Health Brunswick Medical Center Foundation engages and connects donors to Novant Health programs and initiatives that save lives and improve the health of the communities we serve.

Novant Health Foundation beliefs

- We are effective and transparent stewards of donors and their gifts, honoring donor intent and communicating philanthropic impact.
- We strive to develop a culture of philanthropy within Novant Health and our communities.
- We integrate our efforts with the clinical staff to better understand critical needs and accelerate solutions.
- We serve as ambassadors to share Novant Health's remarkable outcomes, raise community awareness and increase giving.
- We connect donors' passions with Novant Health priorities to improve the health of the communities we serve.
- We are passionate about health and wellness.
- We embrace diversity and inclusion to connect better with our communities.
- We treat our donors with gratitude and respect.
- We value excellence, commitment and compassion.
- We commit to the development of our people and the implementation of industry best practices.
- We collect and maintain current, accurate and informative donor data with the highest level of confidentiality.
- We embrace collaboration and accountability, and celebrate success.

2019 Novant Health Foundation philanthropic summary

2019 totals

$6,803,732	$5,812,393	$12,616,125
Total gifts	Total new pledges	Total new commitments

Novant Health Brunswick Medical Center Foundation

84	$73,665	333	$105,238	$178,903
Donors	Total gifts	New pledges	Total new pledges	Total new commitments

Novant Health Forsyth Medical Center Foundation

737	$975,821	684	$1,684,190	$2,660,011
Donors	Total gifts	New pledges	Total new pledges	Total new commitments

Novant Health UVA Health System Prince William Medical Center Foundation

173	$199,367	108	$26,525	$225,892
Donors	Total gifts	New pledges	Total new pledges	Total new commitments

Novant Health Presbyterian Medical Center Foundation

1,644	$3,250,595	490	$1,611,892	$4,862,487
Donors	Total gifts	New pledges	Total new pledges	Total new commitments

Novant Health Rowan Medical Center Foundation

805	$2,009,494	428	$2,350,766	$4,360,260
Donors	Total gifts	New pledges	Total new pledges	Total new commitments

Novant Health Thomasville Medical Center Foundation

164	$294,789	180	$33,782	$328,570
Donors	Total gifts	New pledges	Total new pledges	Total new commitments

To view federal form 990 visit **SupportNovantHealth.org/990s.**

Kimmie Durham, Chairwoman

Kimmie Durham on the impact of the foundation in 2019 and beyond

In a tightknit community, one might describe Kimmie Durham as the glue.

"I listen to the needs of our community. I pay attention to who may not have food, who may need a porch delivery. People sometimes don't know how to ask for help or don't want to, so I think it's very important that we pay attention and find out how we can help," Durham said. "I believe that every day each and every one of us can make a difference."

As chairwoman of the Novant Health Brunswick Medical Center Foundation board, Durham now has even more capacity to make an impact. In 2019, the foundation reached a few significant milestones, most notably the launch of A Path Forward, the foundation's new campaign centered on increasing access to services, education and training around behavioral health.

"All the other initiatives we're working on and have accomplished are extremely important. We can't forget those. But behavioral health stands out because it reaches and touches every human being," Durham said.

Durham shared her motivation behind her board service, why community hospitals matter and why behavioral health is a critical area of focus.

What made you decide to take on a leadership role with the foundation? What does the role mean to you?

Being the chairwoman of the foundation board is quite important to me because I don't meet a stranger. I've gotten to recruit some great people for the foundation. I think we need a depth and breadth of all kinds of people on the board. It makes us stronger. Right now, we've got that, and I'm pretty darn excited about it. However, there is always an opportunity to do better.

I am a true believer in the importance of a community hospital. When I moved here after spending 30 years in Atlanta, which is a mecca of hospitals, I knew that having our community hospital here is so important. Novant Health Brunswick Medical Center is a community hospital to me and through its foundation, we are able to have an incredible relationship

Kimmie Durham, Chairwoman

with our community. We do our best to understand it, and we provide the kinds of services it needs.

What are you most proud of from 2019?

We launched A Path Forward, our campaign focused on behavioral health in 2019. This achievement is something to be proud of and we worked very hard to bring it to the community. But we still have a long way to go. In our country, we have such a crisis around behavioral health issues, and the tragedy of the situation is that, by the time somebody comes to the hospital, they are already in a deep crisis.

We need more work on prevention, education and awareness. Behavioral health resonates across every age, every culture. Our campaign takes a holistic approach, focusing on increasing access to behavioral health services in schools, adding dedicated beds in the emergency room and more training and education for folks in our community. There are so many needs that are not being fulfilled, and this campaign is focused on changing that. It's the biggest project that we have in front of us, not only fiscally but in its potential impact.

What are you looking to accomplish as we move through 2020 and beyond?

We are still focused on fundraising for our behavioral health campaign, and it's tough right now. Our economy has a lot of small businesses in it, and it's hard to ask people for money if they've been closed down for 12 weeks because of the pandemic. I believe the dollars will come, but we have to be patient and diligent. And we're going to have to show what we're doing with the resources we do have.

We also have to be cognizant of the other tensions impacting our community and our country. As a foundation, I think we have to get back to basics. We have to listen, know what's going on across our community and what we can do to effect change that's needed. Then, we have to show our impact.

These days, every day is a new challenge. Every day we are faced with nuances that were not here yesterday, so what is it that we can do to continue to increase the awareness of health in our community, both behavioral and physical? I think we have to continue to educate, educate, educate. We have to speak to the people we see every day. We've got to check on them to make sure they're OK because 2020 is not like anything any of us has ever experienced.

What does 'remarkable care' mean to you?

Our goal is that every patient who comes in the door is treated with dignity and respect and gets the best care possible. Novant Health Brunswick Medical Center is my hospital of choice, so I don't speak one thing and do something else. From my Bible study to my book club, everyone knows that my heart is in Novant Health.

2019 Novant Health Brunswick Medical Center Foundation funding snapshot

Here's how your gifts are supporting programs and initiatives that save lives and improve the health of the communities we serve.

Patient assistance fund

$48,666

Clinical team member education

$5,408

Prescription assistance

$3,601

Women's & children's health

$3,437

Leading Brunswick communities toward better behavioral health

With our capital campaign, A Path Forward, we are committed to providing the treatment, outreach programs and community education our community needs. Our goal is to support Novant Health Brunswick Medical Center in rising beyond being a great hospital and becoming the lifesaving partner the Brunswick County community deserves.

It is through community involvement that we become more like family and less like strangers. It is by the grace of your support that we are able to give back to the place that has given us so much.

Thank you to our generous community that helped us raise $130,672, as of Dec. 31, 2019, of our $3.5 million goal to make this dream a reality.

To learn more, visit SupportNovantHealth.org/APathForward.

Carolyn Felton and her family

Carolyn Felton put her effort where she saw the need, and the need is right here in Brunswick County

About 20 years ago, Carolyn Felton and her family moved to Brunswick County, where she embarked on a new career as a financial adviser. It was a profound shift at the age of 50, but one that allowed her to maintain her focus on helping those around her.

"Being a financial adviser is really about knowing how to use your resources and being nice to people and thinking logically," she explained. "You give better advice when you care about people."

And that is perhaps what Carolyn does best. In Brunswick County, she's become deeply involved with Brunswick Community College, first as a volunteer and then as president of the Brunswick Community College Foundation. She's also become an avid supporter of Novant Health Brunswick Medical Center Foundation.

"I've always felt like this is my home now. What can I do to make this a better place for everybody?" she said.

This involves a significant focus on behavioral health, which is often tied to issues involving drug abuse.

"Brunswick County is in the midst of an addiction crisis, as is the state of North Carolina as well as the United States. The only way to combat that crisis is to address the root problem, which is mental health," said Brunswick County Sheriff John Ingram.

That's why Carolyn became a passionate advocate for giving back to her community.

"I want people to face what we have facing us and be a part of the solution. I want them to put something into their budget that helps support this, whether it's a planned gift or gifting right now," Carolyn said. "We need to put some effort where we see the need, and the need is here, right now."

At Novant Health Brunswick Medical Center Foundation, we work hard every day to support the behavioral health needs of our community.

Novant Health Brunswick Medical Center Foundation received $8,000 to improve services for drug addiction and mental health

Thanks to an $8,000 grant from the Brunswick Sheriff's Charitable Foundation, Novant Health Brunswick Medical Center Foundation has raised more than $100,000 toward a $3.5 million goal for A Path Forward, our capital campaign to improve behavioral health services in Brunswick County.

This capital campaign aims to provide greater access and care for patients seeking behavioral health services and to strengthen partnerships with existing community services. Funds from A Path Forward will enhance Novant Health Brunswick Medical Center behavioral health emergency care by creating a separate bed space within the emergency department and improving transportation services available to behavioral health patients. Programs will increase access to outpatient services, fund additional psychiatrists and behavioral health therapists, provide intensive outpatient and partial hospitalization programs, create a psychiatric assessment center and implement a comprehensive telehealth program for situations warranting remote treatment.

Programs will further build on community partnerships to enhance coordination and access. Partners include the Brunswick County Health Department and the Brunswick County Sheriff's Department Anchor Initiative for effective addiction treatment. "We are sincerely grateful for this partnership with the Brunswick Sheriff's Charitable Foundation in the fight against mental illness and drug addiction," said Cynthia Cheatham, foundation development program manager. "This grant will help us provide the best in behavioral healthcare for the people of Brunswick County and the surrounding communities."

Sheriffs Charitable Foundation

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Our commitment to community

Thank you for choosing Novant Health! We could not do this without you.

At Novant Health, it is our mission to improve the health of communities, one person at a time.

Novant Health is here for you. We promise to bring world-class clinicians, care and technology to all people, when and where you need them, and we treat our patients with compassion, patience, empathy and respect. We strive to deliver a remarkable patient experience in every encounter. As president of Novant Health Foundation, I find moments to pause with gratitude for the incredible dedication of our healthcare providers. I have watched our healthcare heroes and front-line team members sacrifice themselves to care for and heal our community — especially during this COVID-19 pandemic. I spent 34 years in the world of journalism and executive leadership of several regional newspapers, serving as president and publisher of *The State Newspaper* in Columbia, South Carolina, and *The Charlotte Observer*. I watched our committed journalists become embedded with front-line military troops in Iraq. We sent team members to Haiti to report on the aftermath of the catastrophic magnitude 7 earthquake. Our reporters would report from the heart of a hurricane and put themselves at great risk to deliver the news to the communities we served. They answered the calling to ensure the truth was told in all circumstances. They wanted to protect and serve our communities.

I witness that same commitment to service, passion and mission at Novant Health. Our team members are our single greatest asset. There are countless stories of individuals at all levels demonstrating their selfless commitment and tireless efforts to treat, heal and keep our patients and communities healthy day after day. They are ready and eager to serve during the most challenging circumstances. And although this is a time of great uncertainty, it is also a time in which we have demonstrated great humanity.

Thank you for trusting Novant Health. We are honored you have chosen to support our healthcare system. Your generous gifts are put to good use to help ensure our patients have exceptional care and that we are prepared for the moment you need us — whether it is the birth of a baby, a fight against cancer, a surgery or a pandemic. Your contributions are used for lifesaving technology, patient care, upgraded facilities and initiatives that ensure all people have access to healthcare. Novant Health Foundation is listening and responding to critical needs in our communities.

Last year, we made progress on several major construction projects, which will bring world-class care to communities across our region. We expanded opportunities for cancer screenings and primary care to areas with underserved populations. We focused on integrative medicine and behavioral health as we gained a deeper understanding of the issues that matter to the people we serve. We continued our commitment to invest in our team members, ensuring that our teams feel supported at every turn.

That support increased exponentially as the COVID-19 pandemic upended our lives and put healthcare workers on the front lines of an epic battle. Our front-line team members put thousands of hours into caring for patients and their families, adapting to sweeping policy changes and a vastly different environment without skipping a beat. Our community stepped up in immeasurable ways, with displays of gratitude across our region and generous gifts to the Hope for Remarkable Team Aubergine Fund (formerly the Novant Health COVID-19 Disaster Relief Fund). This support provided front-line workers with access to the resources they needed outside the walls of our hospitals, such as emergency child care, temporary lodging and more.

As we adjust to living in our new normal, our focus has shifted yet again to making life as healthy as possible for our patients. Novant Health maintains the highest safety standards of care, having garnered top safety scores from the national nonprofit agency that evaluates the safety, quality and patient experience provided by hospitals across the country this spring. As a system, we will also continue to remain vigilant in providing safe, quality care to our patients. Novant Health is committed to being ready when you or your family need us.

The COVID-19 pandemic has changed all of us in ways large and small, and the Novant Health Foundation is no different. We learned the critical importance of being nimble and responsive, of listening to the needs of our entire community and working fast to develop a plan of action. While we will continue to plan for the large, visionary projects that will take our facilities into the future, we will also keep an ear to the ground to understand what our people need now to do the work that saves and improves lives across our community.

Thank you for everything you do for Novant Health. I am proud to be part of this community, and I look forward to accomplishing even more remarkable things as we move forward, together.

Ann Caulkins

Ann Caulkins
Senior vice president, Novant Health
President, Novant Health Foundation

Join our mailing list

We look forward to keeping you connected with remarkable stories of care from those you've impacted through your generosity. Join our mailing list by snapping a picture of the QR code or visit **SupportNovantHealth.org/Connect**.

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